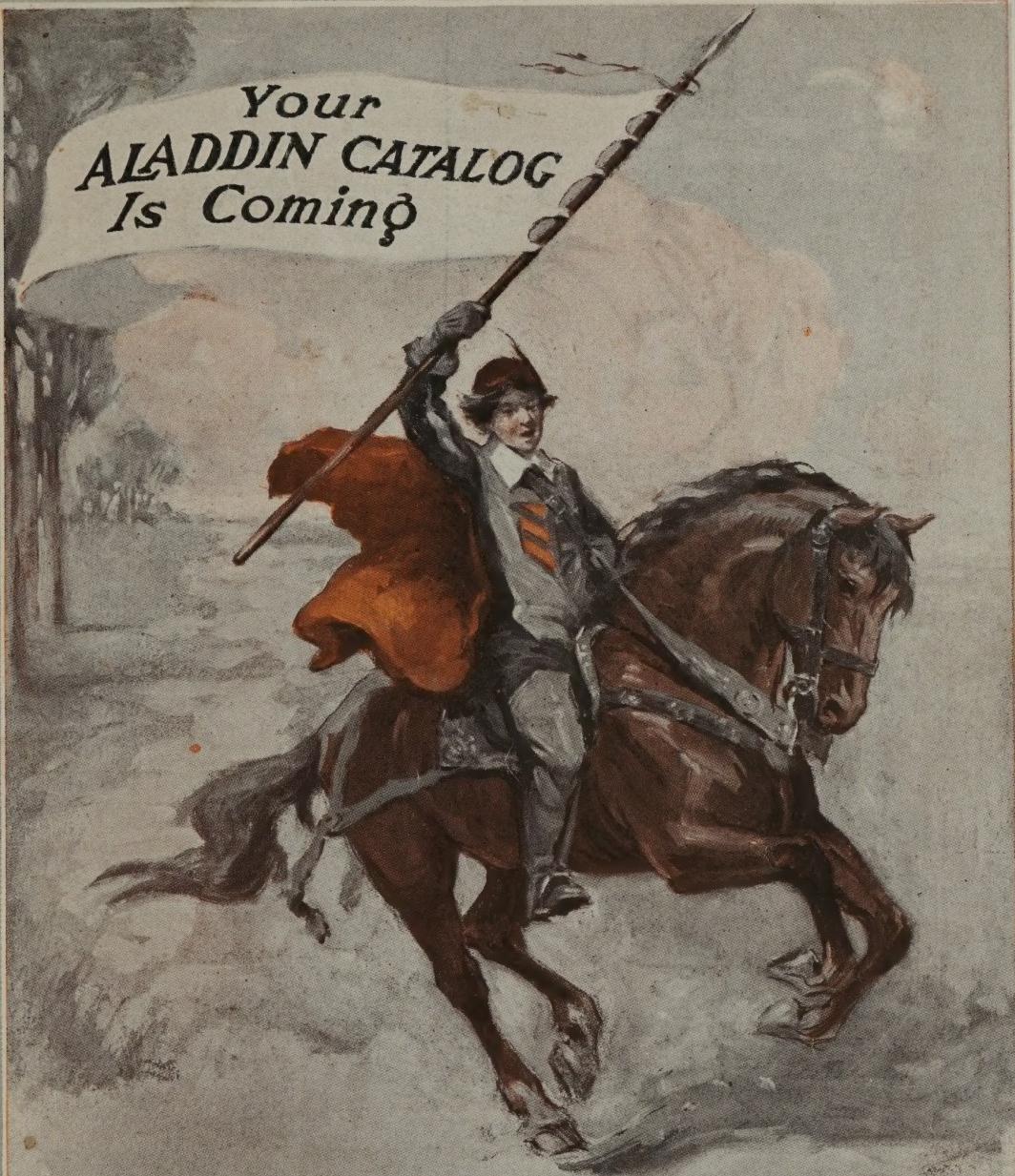


*Your
ALADDIN CATALOG
Is Coming*



Advance Messenger of Aladdin

This is Not the Aladdin Catalog

It is a little journey to the home
of Aladdin—An Introduction to
The Aladdin Organization. Your
copy of the Aladdin Catalog is
Following on the Next Mail.

Aladdin References

"I have bought a number
of Aladdin Houses.
They are O.K." Uncle Sam.



We granted this Medal
to the ALADDIN
Readi-Cut System
of Construction



Panama Pacific
International Exposition

We granted this Medal
to The Aladdin Co.

Michigan
Agricultural
Society



Aladdin Houses
Purchased for State employees
are O.K. State of Michigan

The Aladdin Co.
is financially
responsible and will fill
agreements to the letter
First National Bank of Bay City

Aladdin Houses
Save Money
- 50,000 Aladdin Customers



AVERY LIBRARY
COLUMBIA UNIVERSITY

A LITTLE JOURNEY to *The HOME of ALADDIN*



The Home of Aladdin

This Book is NOT the **ALADDIN** Catalog

The Aladdin catalog which you will receive by the next mail is probably the most beautiful, most expensively prepared and the most valuable ever produced on the subject of home building. It is the work of the highest priced men—authorities in their respective lines—in the country. It is the cream of our twelve years' experience in this business and has cost thousands of dollars to produce. It is invaluable to you if you expect to build a home. Watch for its arrival.

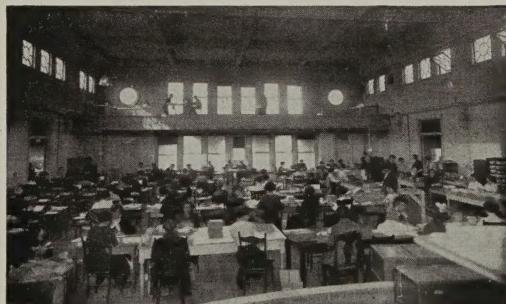
WE all like to trade with our friends — with people we know. But until we know something about a person or an institution, we hesitate to extend our friendship or our trade.

We are sure this agrees with your good common sense. And we are sure that you will be deeply interested in the following more or less intimate visit with Aladdin.

The vital thought from which sprung the great Aladdin institution and from which has developed the tremendous Readi-Cut house industry, was originated in the brain of W. J. Sovereign in 1905. The gradual unfolding, growth and development of the technical, mechanical and constructional problems through the years that followed have been completely under his direction.

Joined with him from the beginning, O. E. Sovereign has developed the financial, sales and business management of the company.

The affairs of the company have never been out of the hands of these two executives, who are sole owners of the company; W. J. Sovereign being President and O. E. Sov-



Catalog Department, Aladdin Offices



W.J. Sovereign
President



O.E. Sovereign
Sec.-Treas. & Genl. Mgr.



Outgoing Mail in the Aladdin Truck

know that *the management is unchanged*; that they are writing to and dealing with old friends.

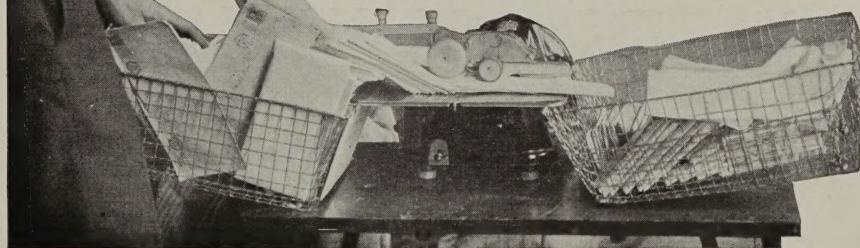
But let's turn to an inspection of the organization, that part of it with which *you* first come in contact, the offices.

It's human nature to form opinions by comparison. Well, then, Aladdin has the largest office organization in Northern Michigan. Practically two hundred men and women are busily engaged in the thousands of office details which form a part of the day's work. Each is a specialist in a particular branch and each carries a part of Aladdin's responsibility to his customers and friends—to you. They form just one big family with picnics and camping in summer and parties and entertainment in winter; welded together by a love of Aladdin's work, and confidence in each other and the company.

What Happened to Your Letter

When your letter reached Bay City, it did not wait to be delivered in the usual way, but was met by Aladdin's special delivery and hurried to the Aladdin office building in the heart of Bay City's business district.

Immediately upon arrival it, with thousands of others went to the mail opening department where a quite wonderful electric letter opener receives envelopes as fast as they can be poured into a hopper. This little machine shaves a thin thread of paper from one side of each envelope, not enough to touch the contents, but just enough to open it, and remove the contents. This machinery is started working before 7:30 each morning so that when the workers arrive, the mail is spread before them ready to start the day's work.



The Electric Letter Opener

ereign, Secretary-Treasurer and General Manager.

These two men were born and raised right in Bay City and have spent their lives practically on the same street. All of which means that *you are dealing with men of known history, integrity, character and ability*. Customers of ten years ago can write to Aladdin today and



Steel Filing Cabinets for Holding Customers' Correspondence Cards

WITH the distribution of the incoming mail begins the wonderful Aladdin Service System, *Golden Rule Service* which is built up, operated and maintained to serve you as you wish to be served in every detail of your contact with Aladdin.

Your letter is read thoroughly and carefully, referred to the correspondence files for previous correspondence, passed on to the proper department, studied and answered with fidelity to all details.

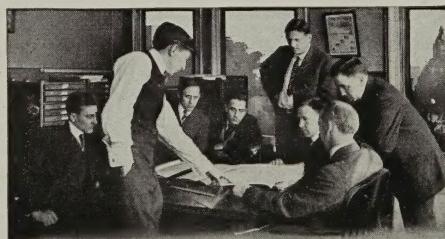
The freight department is consulted for quotations on transportation costs and facts; the estimating department for figures on erection; the architectural department for important matters of design; the plumbing and heating department for information on these important matters; the draughting department for foundation plans and the Department of Service for decorating, painting and landscape gardening.

Famous Board of Seven

Backing up all these many departments of specialists and this tremendous fund of facts and experience, is the Famous Board of Seven wherein is condensed the rich experience and knowledge gleaned from exhaustive study and contact with the erection of thousands of American homes.

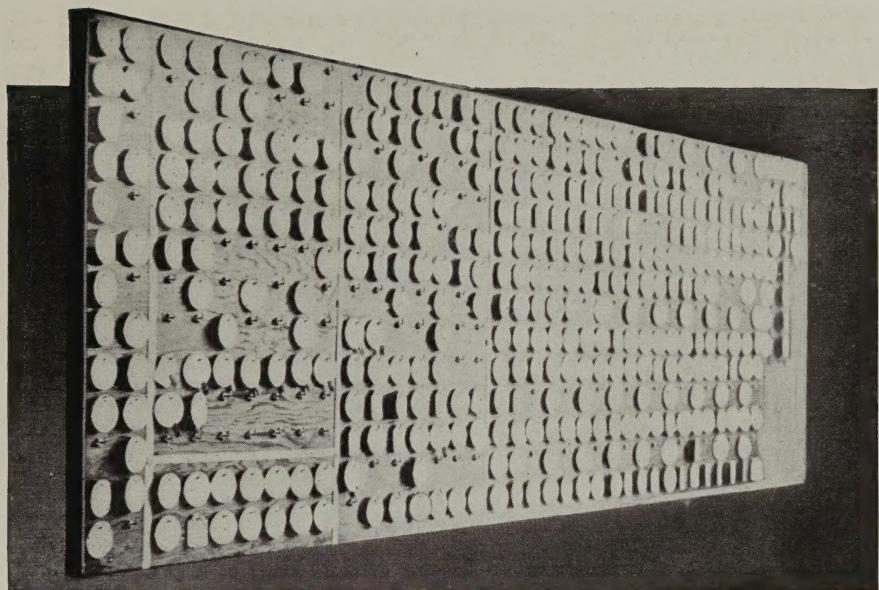
And just think! These authorities are eager to help solve YOUR building problem; to aid you in acquiring the home that you want. And you couldn't pay for their services if you wanted to. They are the life blood of Aladdin, inseparable from Aladdin and counted in as a part of every Aladdin house.

It's easy to compare Aladdin prices with other prices and to know their ad-



Aladdin Board of Seven

vantage over others. But where can you find an organization that in any way compares with Aladdin's? And you can't appreciate it until you test it.



The Magic Board

"WHEN will order numbers 8051, 8172, 8283 and 8386 reach the mitre department?" asked a voice over the phone.

"8051, 8172 are now in the mitre department, 8283 will be ready at 3:00 today, 8386 will enter first thing in the morning," was the answer.

"When will orders 8402, 8407, 8408, 8409 be loaded?" was question number two, answered with the following:

"8402, 8407, 8408 go to the loaders with batch number three today. Order 8409 is being held for shipping date from the customer."

After we listen to this conversation, we begin to wonder how it was possible for a man a mile from the whirling saws in the mills to answer these questions intelligently.

But we learn it is "The Magic Board" upon which hang hundreds of round tags that resemble targets at the shooting galleries.

And, it is really the target of efficiency, also the target of information for hundreds of Aladdin employees.

It shows the actual workings of every turning wheel that helps to manufacture Aladdin Houses, and locates, routes and hurries every order from the hour it enters the mill until the order is ready for the assemblers and loaders.



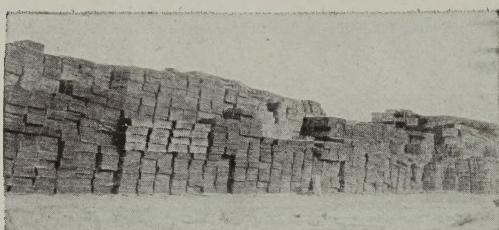
The magic board, which was originated by Aladdin for the manufacture of houses, is one of the most valuable features in connection with Aladdin's mill efficiency.

It eliminates—as if by magic—mistakes in routing, delays in shipping and errors in loading.

And its workings are truly magic. On this board, the dif-

ferent sections of manufacture are divided off in squares according to the system and journey of every order thru the mill. In each square are a number of small hooks—the number is determined by the capacity of the section or department of the mill.

As soon as a house order is received and passes thru the Drafting Departments, it is accompanied by a small tag and takes a position on the magic board.



Shingles!

ing into the manufacture of the house is given a certain amount of time in which it must be completed. The orders are then placed on schedule for the different operations.

After the time for the different processes is decided for the houses in the mill, they are placed on a schedule—all in rotation—so that the work on each house is started the hour it is received and progresses until it is loaded and billed to destination. And the vital importance of completing each operation on scheduled time is understood by everyone in the Aladdin employ.

The board gives the manufacturing progress of every order at a glance.

First, the order tag is placed on the section given over to "Big Ben," the giant machine in the mill that cuts and frames the bill stuff for the house. If, by chance, Big Ben was unable to start work on the house the hour it was received, the operator makes a report that reaches the "magic board" immediately, giving the information. That is why the small, red daggers or clips are attached to the small tag—they signify that the schedule upon which this order was placed calls for completion of the work on that day, and so it is absolutely necessary for the operators to complete this immediately.

After the work which was consigned to Big Ben is completed, the order progresses on its journey to the cut-off saws, mitre saws, trimmers and finishers, to the cabinet and hardware departments and then to the loading or assembling room. The work for each department, no matter how small, is kept on scheduled time from the start to finish. In that way, the small tag makes a trip across the "magic board" in keeping with its progress thru the mill, so that at a glance, it is possible to tell whether or not it is being manufactured according to schedule.

The object of this—the magic board—is summed up in one word—efficiency. Efficiency is the art of working systematically and is the elimination of unnecessary motion so as to secure the maximum of production.

Efficiency is as essential to manufacturing as steam to the locomotive.

It is the magic lever of bigger production and lower costs.

It enables the manufacturer to do two things where only one was accomplished before.

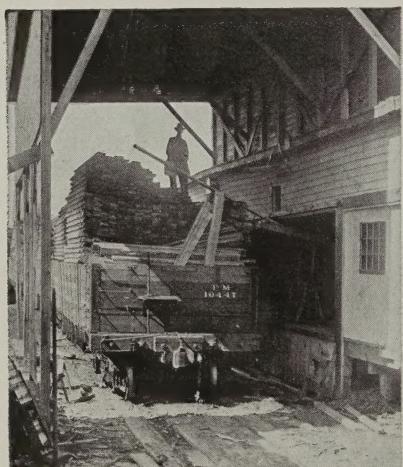
Aladdin Houses are manufactured upon the highest principles of mill efficiency.

Every order or house is in reality planned for manufacture twenty-four hours before the work is started.

And if the "magic board," the exponent of efficiency for the Aladdin mills, were not in

use, it would be next to impossible to learn whether or not the different departments were working up to maximum production or completing their work as quickly as possible.

This is another feature that helps to keep the cost of manufacturing down—because Aladdin mills are working to capacity at all times—hence the customer pays for no lost time or unnecessary motion.



Receiving Platform

A Trip To The Mill



SUPPOSE we leave the offices for the present and ride out to the mill, where many acres are devoted to lumber, buildings, machinery and tracks.

The piling yards contain many millions of feet of lumber, piled along nearly two miles of our own railroad tracks. Great mountains of fine cedar shingles, lath piled high and many stacks of heavy timbers are found in excellent orderliness, awaiting their turn to be called into the mill for working into houses.

All lumber from the yard enters the mill in car loads only. Let's follow this car and see where it goes.

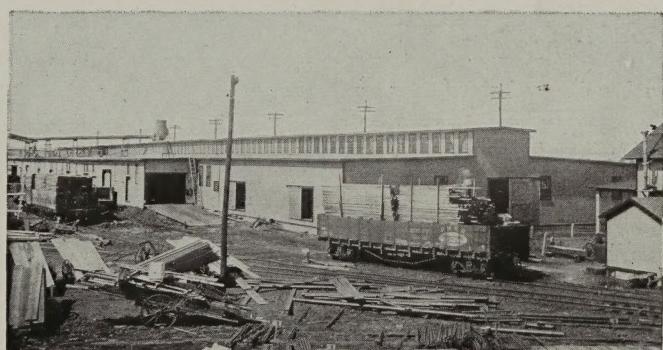
The Genii of the Mill

The nervous, bustling little switch engine whisks the cars of rough lumber from the piling yards and threading its way over intricate switches pokes them under the high protected receiving section of Mill 4. Several men board the car and take up the work of starting the rough lumber on its way through the Readi-Cut System.

And here awaits the Genii of the Mill. An inert mass of cold steel, iron, leather and wood, needs but the touch of a button, like the rubbing of the ancient lamp, to spring into being, its liquid blue flames crying with eagerness as the great motors instill the breath of life, its snapping belts, its roaring gears, its flashing knives and shrieking saws—seeming like energy unbridled!

But watch!

The great planks are flowing steadily, evenly, smoothly, into the iron maw, under rolls, shaved to silkiness by the whirring knives, ripped cleanly by flashing teeth and re-sawed neatly by the steel toothed ribbon that slides through the timber as easily as you'd part your hair.



One End of Mill 4 which is 739 Feet Long

A great 2x12 inch plank has been ripped into three two-by-fours, re-sawed into six one-by-fours and all of them planed smooth, and at a speed of three hundred board feet a minute. How long do you suppose it would take one

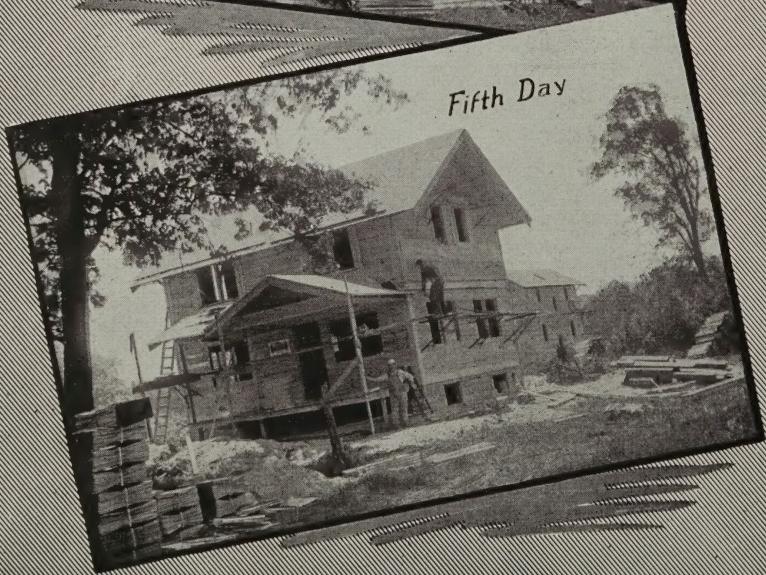
(Continued on page 12)



First Day's Work



Noon, Third Day



Fifth Day

The Great Difference During the

THE Georgia
was erected in
It is one of
Aladdin houses at
Aladdin's home city.
Bay City say, "See it
up over night," the
progressed very rap-
idly, a great contrast bet-
ween Cut methods and the
of building. As an
example, started the first of
the occupant August 1,
complete work on the
one of the many
completed has progressed

The erection date is interesting. One helper completed the painting, staining and eight days.

It is understood, tricians, plumbers at the same time was in progress. plumbing rough-wood soon as the frame. Thus, all the work out interference fro

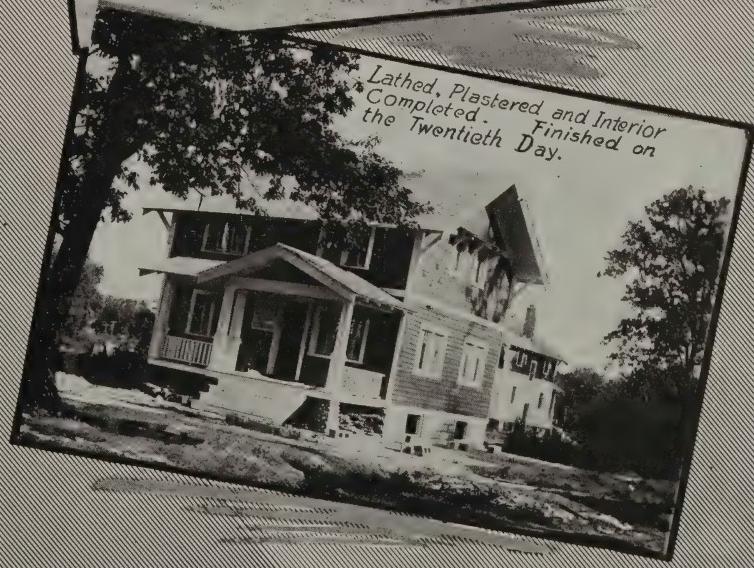
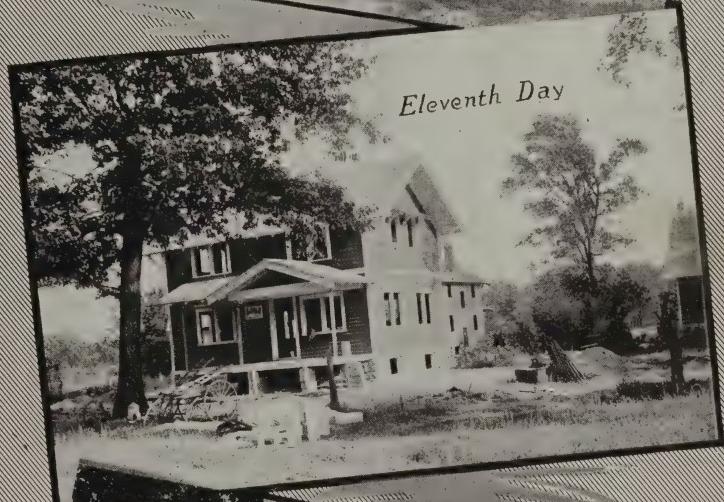
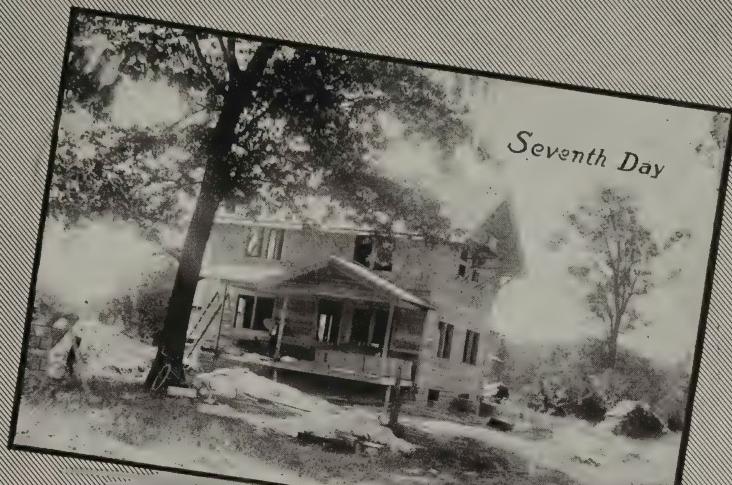
The plumbing, p
lighting work was c
most every builder
this work, these rec
tance as the figures n

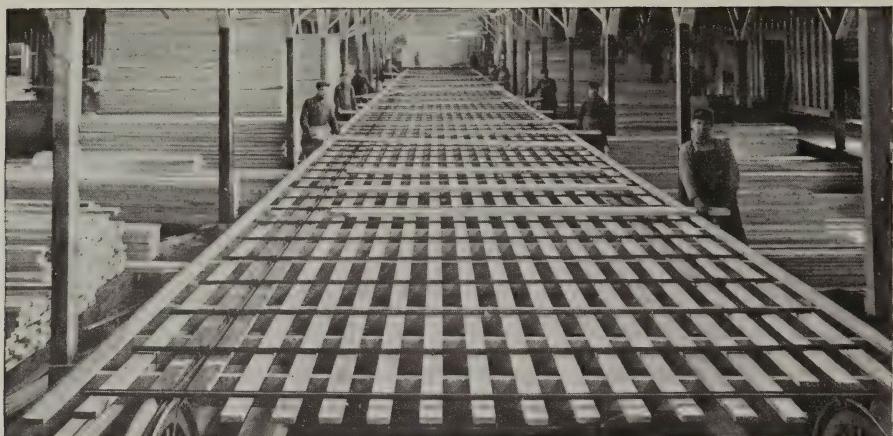
When the ere Georgia, built in pared with the co customers over the many have made pleting some of them. For instance, Geo. did all the lathing home himself it meant a saving to and \$55. Others say. However, the record gives an idea of how the progresses.

orgia Stages Erection

No. 2 picture here Bay City, Michigan. over two hundred be erected in As the folks in s as if they grow work of erection has dly and has proven een Aladdin Readi- old-fashioned way example, one home July was ready for t I. This included e home, and every laddins now com- l with equal success. on the Georgia is carpenter and two he carpenter work men finished the and varnishing in

of course, that elec- and painters worked the carpenter work. The wiring and k was installed as work was erected. as in progress with- one or another. stering, heating and ntracted, and, as al- secures estimates on ards are of no impor- may be secured locally. on costs of this ay City, are com- s reported by our country, we find a saving by com- work themselves. Wellman, of Indiana and painting on his pare time. This aim of between \$40 e in different ways. ls printed here give work on an Aladdin





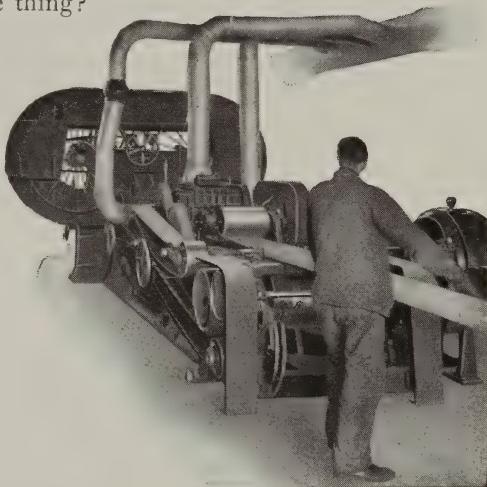
The Genii's Left Arm

hundred carpenters to do the same thing?

That's the Genii's right arm. Let's look at the left, which extends nearly three hundred feet down this section of the mill.

The Song of the Saws

The sixteen foot one-by-fours drop into the Genii's great nine-fingered hand—called prosaically a "gang trimmer"—which is handled like a great pipe organ whose deep notes are touched by the feet of the player. The artist who governs the "Song of the Saws" must be both quick of thought and fleet of foot. As the long boards pass him in rapid succession, he must



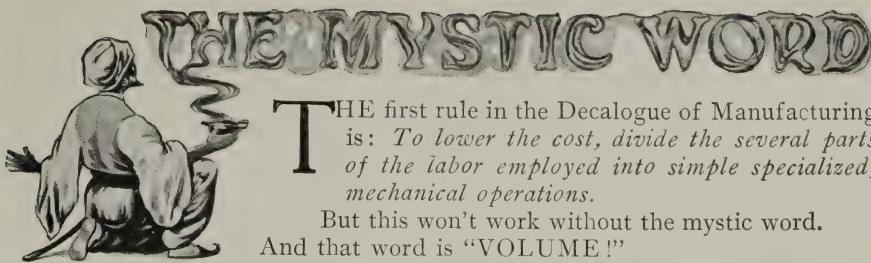
The Aladdin Genii



The Genii's Nine-Fingered Hand

flash a decisive eye, touch one or two or three levers with his foot to catch and cut a defect by raising one saw dropping another and cut each piece to standard lengths. Nine saws give nine notes which this artist says is enough to play "Home, Sweet Home"—and he does it all day long.

Now watch the Genii's arm gather up the finished pieces and deliver them down the long stock room, each size and each length finding its proper place on Aladdin's shelves, all completely manufactured ready for your home. This is the largest lumber conveyor ever built and of course, designed especially by Aladdin's experts.



THE first rule in the Decalogue of Manufacturing is: *To lower the cost, divide the several parts of the labor employed into simple specialized, mechanical operations.*

But this won't work without the mystic word.

And that word is "VOLUME!"

Your local contractor may build ten houses a year.

Could he afford to invest \$50,000 in a "Genii" to lower his cost on the ten houses twenty per cent?

"Volume" of business makes possible the highly specialized machinery found throughout the Aladdin mills; makes practicable the investment of \$10,000 in a single machine that will lower the cost \$5.00 on a house!

But that \$5.00 is multiplied twenty to thirty times for each house and saves every buyer of an Aladdin from \$100 to \$200 on *construction cost alone.*

A Battery of Quick-Action Saws

Backing up the Genii, the "42 centimeter" of the mill, is a battery of quick-action saws which takes up a position on the south side of Mill 2. These saws are manned by rapid workers in preparing clean, straight dimension lumber for the highly developed mitre department.

Did you ever watch a carpenter measure off a two-by-four with his two-foot rule, take his square and pencil a line across it, and, picking up his saw, patiently saw his way through the piece? It takes time, doesn't it?

Just watch the Aladdin way!

Without moving his position, the operator grasps the two-by-four from the truck at his elbow, slips it on the saw table, a flash of steel and it's done.

But how does he measure it, you ask.

You probably didn't notice the long steel measuring instrument stretching away from the edge of the saw. It is graduated to one-sixteenth inch, with a



A Battery of Saws

steel gauge. The saw leaps forward at a movement of the foot. It's done so swiftly, so easily and withal, so accurately, that you just naturally marvel!

The Magic Square

Did you ever sit in church and marvel at the interlacing beams and girders that support the high roof? Suppose you were given two figures—the width of the church and the height of the roof—and were then told to cut all those mitres and angles and bevels with a saw so that they would fit perfectly when the workmen carried them up on the scaffold.

Could you do it?

You could with *the Magic Square* if you knew how to use it.

The Magic Square is as old as the builders' trade. You have seen it hundreds of times, and yet the chances are you looked upon it without interest and little suspected its wondrous capabilities.

It will give the formula for the most intricate geometric problem; is used by astronomers to reveal the height of the stars and the size of the sun; it gauges the firing angle of the battleships' guns. In the builders' art, it is the first tool on the draughting board, the first tool on the foundation—and the most important throughout the undertaking.

The Master of the Square

You will find hardly one carpenter in ten who has mastered the Steel Square. Chiefly, he uses it to measure the length of a board and to square up the end, for sawing.

Let's turn from the battery of saws to the battery of brains, the mitre men and *the Master of the Square*.

Without the angle, mitre and bevel, architecture would be as uninteresting as a dry goods box.

It's the business of these men to apply the Magic Square; to form and fashion beautiful roofs, shapely dormers, interesting brackets and eave-work that give to Aladdin houses the distinction rarely found elsewhere.



The Master of the Square

The Point of a Pencil

With his blue prints before him, the Master of the Square selects a straight, clean timber. His square and pencil glide swiftly up the length of the piece. The mystic numerals point a line here, a dot there—and the builder's dream has been consummated. The experience and skill of the ages, the

stored up knowledge of mathematics and geometry and the vast and intricate science of manufacturing are concentrated in the point of this pencil.

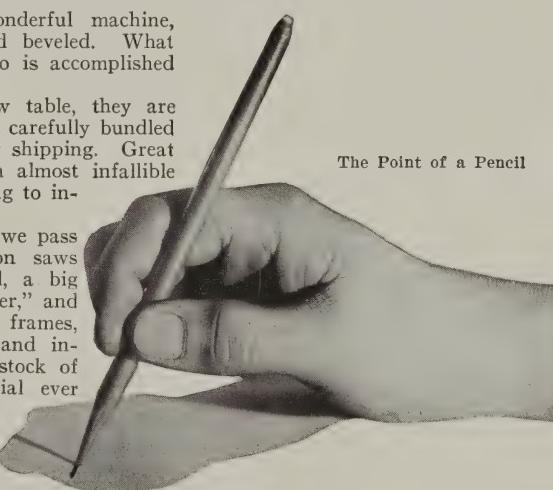
Turn now to the series of steel tables.

There's a hum underneath, as the motor gives impulse and speed to a sharp edged saw. How the operator touches a lever and the steel top of the saw table tips. Another lever and the saw itself takes an angle. Sliding guides move about the surface. Each movement is designed to follow the dictates of the Magic Square and pencil.

The lumber leaves this wonderful machine, trimmed to length, mitred and beveled. What takes the carpenter hours to do is accomplished in a few seconds.

As the pieces leave the saw table, they are marked with stamp and stencil, carefully bundled and placed on trucks ready for shipping. Great care is exercised and a system almost infallible guards the marking and handling to insure against error.

As we leave the mitre saws, we pass another battery of quick-action saws on the north side of the mill, a big "American Moulder and Matcher," and enter long lanes of window frames, door frames, sash, mouldings and interior finish. It's the largest stock of finished house building material ever gathered together. And you'll look in vain for a single knot, for a single stain, for a single defect.



The Point of a Pencil

Purified Lumber

And this leads us to inspect the famous Dollar-A-Knot Siding in Mill 8. Under this roof are thousands and thousands of feet of "Pure and Unadulterated" raw material. It's the finest array of blemish-free lumber imaginable. Each piece is stamped with our Dollar-A-Knot Guaranty. Adjoining is the flooring warehouse—Mill 7 with its own mitre saws and trimmers and the glazing rooms, where carloads of glass are stored, cut and put in the windows and doors. We make our own leaded glass, but this work is done in Mill 6 because that is the mill in which Aladdin cabinets, bookcases and fine woodwork are manufactured, and where leaded glass is used.

Beyond are the outside finish yards and sheds. And you'll look in vain for knots or defects here.

"I never heard of such a wonderful stock of fine lumber," exclaimed a large contractor who was inspecting the mill recently. "It's not hard to find narrow or short clear lumber, but look at those 18 foot 12 inch wide boards. Pile after pile of them, beautiful in grain, and not a defect to be found in the YARD!"



The Dollar-A-knot Siding Warehouse



The
PRIDE
of
ALADDIN

The
ALADDIN
CABINET
SHOP



"THE finest equipped woodworking mill in the country!" was the enthusiastic statement made recently by a prominent machinery manufacturer as he concluded an inspection of our Cabinet Mill.

He was right.

Positively the last word in machinery and equipment is found in our Cabinet Mill. It's responsible for the quality and workmanship of the interior finish, stairways, bookcases, cabinets and other similar work in Aladdin Houses.

Highly skilled artisans work at long benches or manipulate special machinery. That peculiar bucket-shaped iron affair in the hands of the workman is an electrically driven stair builder. It's almost a jack-of-all-trades. It will house a stair stringer, mould the end of a church pew or panel a porch column—and do it with lightning rapidity.

Here's a machine with a long sandpaper belt!

It's used to smooth all interior finish, and what beautiful results it gives!

**The
Whirlwind**

Next is a chain mortiser. Did you ever watch a carpenter mortise a door, i. e., cut the hole in the edge to receive the lock? He



Automatic Stair Builder

bore away with auger and bit, making several holes, and then takes his chisels and chips and blows and chips until he has consumed a great deal of valuable time.

Watch this workman lean a door against the chain mortiser. That's about all there is to it. He leans the door against it but an instant, a whirl-

wind of shavings, and takes it away.

The door is mortised!

You pass door-making machinery, sash machinery, screen machinery, lathes, drum sanders, special rips, planers and moulders. Here in one section is the glue room, another the bench men, and beyond is the finish stock room.

What This All Means To You

By the application of the aforementioned first rule of manufacturing, we have been able to improve quality and lower cost so that your dollar will bring you immensely more returns, more value in the home you build, than would be possible by any other method, manner or way of building.

It means that you are receiving the combined skill of master craftsmen at the price you would usually pay for the most ordinary kind of work. As the quiet, smooth running, powerful and beautiful mechanism, the modern automobile, is the product of master engineers and manufacturers and is beyond the ability of the ordinary blacksmith, so is the Aladdin house the product of brains, skill and unlimited resources, commanding the highest efficiency in workmanship and material.

Your home emerges from an organization as complete as that required for the building of a mammoth twenty-story steel structure.

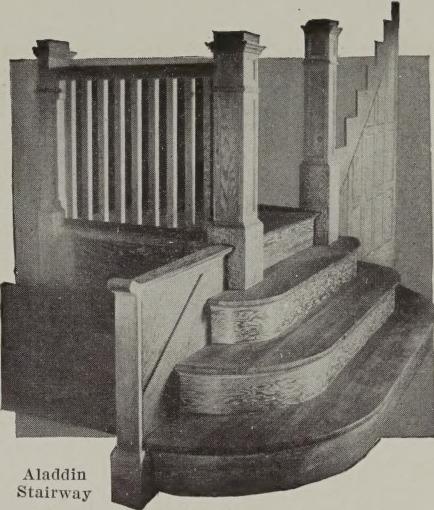
And Now About Service

"Just what will you do for me besides shipping me my house?" we have been asked by prospective customers. Our answer is, "we will do any one, or all of the following, depending upon your needs:



- Help you dig your cellar.
- Help you build your foundation.
- Help you build your chimney.
- Help you get the right workmen.
- Help you erect your house.
- Help you with your plumbing, lighting and heating.
- Help you plaster.
- Help you paint.
- Help you decorate and paper.
- Help you furnish your home.
- Help you lay out your grounds.
- Help you plant your trees and shrubs.

These helps come to you through special personal letters from our experts, special books and pamphlets written for our customers, and in illustrated instructions. You are completely independent of local conditions. And there is no charge whatever for these services to ALADDIN CUSTOMERS.



Honor in Business Is Always an Asset

"To fulfill every promise; to mix integrity with every article you sell; to be courteous and kind; to be fair always to all men; to build up with hope for better things as your guiding star; to keep faith with others, as well as yourself; to try to do the thing better than it has been done; to hate sham, shoddy and bombast; of such is the kingdom of successful business."

Aladdin Achievements

What Aladdin has done for others is important to you as indicating what he can do for you.

Aladdin has built six cities.

Aladdin Houses received highest awards at the:

Panama-Pacific International Exposition. (World's Fair).

Michigan State Agricultural Exposition.

Selected by the United States Government to co-operate in the production of an ideal workman's cottage.

Selected by State of Michigan to furnish homes for State Officials.

Furnished houses for the British Government.

Furnished a house for the president of the Republic of Liberia, East Africa.

The president of the Locomobile Company lives in an Aladdin House.

The city of Charleston, South Carolina is an Aladdin customer.

We have furnished from one to three hundred and fifty Aladdin Houses to each of the following great industrial concerns:

A. D. Julliard & Co.	Corry Development Co., The.	Kent Mfg. Co., The.	Pere Marquette Railroad Co.
Aetna Chemical Co.	Cudahy Refining Co.	Littlefield Realty Co.	Pittsburg Plate Glass Co.
Aetna Explosives Co.	Dominion Coal Co.	Lukens Iron & Steel Co.	Rich Creek Coal Co.
Alan Wood, Iron & Steel Co.	Dow Chemical Co.	M.A.Hanna Mining Co.	Sheboygan Valley Land & Lime Co.
Atlantic Mills, Inc.	Dupont Powder Co.	Manufacturers Gas Co.	Standard Oil Co.
Atlas Powder Co.	Ford Collieries Co.	Mark Mfg. Co.	Standard Silk Co.
Bristol Brass Co.	Goodwin-Gallagher	Moshannon Collieries Co.	The Tide Water Pipe Co., Ltd.
Calumet and Hecla Mining Co.	Sand & Gravel Corp.	Mt.Vernon Ladies' Association of the Union.	Thompson Connells-ville Coke Co.
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